

Personal Selling - Final Role Play

Your goal is to go through an entire sales presentation in which you help a customer complete a sales experience from start to finish using the consultative selling approach. Your sell scenario is based on the typical experience of selling a convention/meeting space for businesses looking to host an event during the business day. You will be working for Barattas/Forte and competing against the other major choices of Hotels and Convention Centers for the potential customers business. Using your learning of Effective Communication, Relationship Strategies, Product Expertise, Customer Strategies, Buyer Behavior, Overcoming Objections and Presentation Strategies prepare for and execute an effective sales presentation. In the presentation you need to demonstrate the following elements:

Effective Communication and Relationship Skills in Prospecting =

*****Prepare in a Google Doc

- **Establish initial rapport and effective communication through a customer initiated contact. Use effective email responses and professionalism.**
- **Discover and clearly identify the prospects Influences and the level of need in your initial communication with the customer. Record and Explain how you know.**
- **Identify the type of Decision this is for the customer (Routine, Limited or Extensive) and how you know. Then, using this knowledge, where are they in the decision making process? Explain and reference the communication.**

Grading Rubric

- 4 - Effectively performs/demonstrates the skill with confidence, clarity, and expertise necessary to work with a client in a consultative approach.
- 3 - Skill is performed but does not demonstrate complete understanding, confidence, clarity and expertise.
- 2 - Skill is somewhat performed, but with minimal understanding and is lacking confidence, clarity and expertise.
- 1 - Ineffective use of the skill, with little knowledge and has no confidence, clarity or expertise.

Effective Communication

- _____ - Demonstrate the use of Effective Non-Verbal Strategies (Appearance, Voice, Manners)
- _____ - Demonstrates effective verbal communication with the customer (Language, Tone, Active Listening, Engagement and

Relationship Building =

Demonstrates an effective greeting and effectively develops conversation with the customer.

Utilize Non-Verbal strategies to make a good first impression on the customers.

Demonstrates conversation strategies to interact and build a quick rapport with the customer and holds that rapport throughout the interaction.

Need Discovery =

- Demonstrates effective use of asking Information Gathering, Probing, and Confirming Questions regarding the customer's needs.

- Demonstrates and executes the skill of active listening by using nonverbal forms of communication and confirming questions.

- Determine the customer's buyer behavior by confirming the reason for the purchase.

- Recognize the needs/wants of the customer using an understanding of their Motives, Influences and Decision Making Process.

Product Expertise/Selection of the Product =**Know Your Company**

Identify company policies, rules, values and more when needed based on the conversation.

Features/Benefits - Describe the Product Features and then with each feature describe the benefit for the customer.

- You need to identify and explain the benefits to the customer about what the offerings can do for them.

Discuss the Different Configuration Possibilities/Options available to the customer.

- Find the correct options and explain what is the best fit for what the customer is looking for.

Identify the Pricing Options

- Identify the options available to the customer and discuss the benefits with relation to the customer.

Delivery Options

- Describe how the customer can obtain/receive the product and what option is the most beneficial to them

Describe the Maintenance and Services

- Explain the guarantees to the customer. Describe the features and benefits of the plans for the customer and which option is right for them.

- Describe what services you can offer the customer in the buying decision and how they will benefit from them.

Value Added Strategies =

- Identify the Total Product (**Generic, Expected, Value Added, and Potential**) for the customers and make the connection to their needs that you have identified. This should be done a number of times throughout the presentation.
- Meet the expectations of the customer in the business, products/services and your abilities as a salesperson.
- Use bridge statements to make the connection from the feature to the benefit for the prospect.
- Clearly uses the staff, customer service characteristics, product configuration, differentiation, and company policies and procedures to connect with the customer.

- Know your Competitors - The customer will bring up the questions

Express your competitive advantage over a competitor(stores) to identify why they should buy it from you. Address the competition correctly, professionally and ethically.

Address the differences in products and where their competitive advantages are.

Buyer Behavior Connections =

Demonstrate connections between your offerings and the behaviors of the customer in your ability to connect with the customer in their Motivation, Decision Making process by using Questions, Observations and Active Listening.

Using knowledge of their status in the decision making process and their characteristics, effectively approach the customer in satisfying their needs.

Presentation Strategy =

Throughout the presentation recognize what type of interaction this will be and keep it consistent (Persuasive, Informative, or a Reminder)

Effectively use the necessary literature to more effectively communicate the product features and benefits to the customer.

Within the presentation, use tools to help add value for the customer - At least 3 need to be present.

- Relationship Building (Acquaintances, Comments Here and Now)
- Features/Benefits for the customer
- Negative Impact of Change/ Reassure the customer
- Appeals at the Beginning or end.
- Emotional Links/Connections
- Use of Analogies, Metaphors, Stories, Testimonials

Negotiate Buyer Concerns =

Be able to answer the buyer's concerns and handle them appropriately. (Price, Product, Execution and the Source)

Demonstrate the ability to overcome these concerns, by handling responses, questions, and explanations appropriately.

Appropriately respond to an ethical dilemma that you will be confronted with.

Closing the Sale =

Demonstrate the ability to close the sale. Make sure you ask for it with a direct appeal.

Confirm the Partnership =

Demonstrate your appreciation to the customer for making the purchase, confirm and reassure customer about their purchase, and thank them for their business.

Make sure to complete the sale by informing them of the services that will continued to be offered after the sale.

Written Proposal =

Due the following day: Complete an effective written proposal that demonstrates a summary of the conversation and what the customer needs for their convention and meeting space. The proposal needs to include all effective components for the customer to make a sound decision.

****Complete in your Google Doc